

Press Release
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NIBBLE PROTEIN HAS BEEN SELECTED FOR PEPSICO'S FOOD START-UP INCUBATOR!

Innovative lower sugar British snack brand, Nibble Protein, is excited to announce that it has been selected as one of ten companies throughout Europe to participate in the [PepsiCo Nutrition Greenhouse Programme](#). Nibble will receive a grant of €20,000 and six months' mentoring from PepsiCo's experts.

First launched in 2017, PepsiCo's health and wellness incubator was created to support promising breakthrough food and drink businesses. With a call to entry across Europe, PepsiCo chose this year's ten finalists based on their product quality, brand positioning, innovative approach within health and wellness, and business scalability. At the end of the programme, one of the lucky companies will win a further €100,000 prize to continue its expansion.

Nibble launched its premium, lower sugar, vegan, high protein snack, Nibble Protein Bites, in September 2017 with a listing on Ocado. That same month, they won a Bronze Innovation Challenge Award, which recognises the most innovative products in the food-to-go sector. Nibble was also shortlisted for two Free From Food Awards, including their Innovation Award. After the success of their first range, they are now launching their new, delicious lower sugar, protein brownies, Nibble Brownie Bites ([see brownie launch release](#)). With just 1g of sugar per piece, the brownies are 18% protein and a source of fibre, but they taste ALL BROWNIE!

Using antioxidant-powerhouse, dried plum purée, as the primary ingredient (instead of dates), the Nibble ranges contain a fraction of the sugar of most other all-natural snack bars and protein balls. These tasty little lower sugar, bites are packed with protein and fibre AND they're dairy free, gluten free, and vegan. Better still, there's no compromise on flavour!

Nibble founder, Erin Moroney, recently returned from the Nutrition Greenhouse programme launch in Barcelona: "We're really excited and honoured to have been selected for the programme. The mentoring will be particularly invaluable as we scale up to meet the growing demand for our bites."

Nibble is now available from [Nibble Protein](#), Ocado, Harvey Nichols, Amazon and other fine independent retailers and gyms. Nibble Protein Bites: RRP £2.39 (42g) and Nibble Brownie Bites: RRP £1.49 (24g).

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